

To: Petersen, Michael MVS[Michael.W.Petersen@usace.army.mil]
From: Washburn, Ben
Sent: Thur 11/5/2015 7:27:42 PM
Subject: RE: St. Louis WLL coverage (UNCLASSIFIED)

Thanks, Mike.

Yes, Russell Kinsaul has engaged with us as well and we're working with him.

Appreciate your hard work on the site and supporting EPA through the interagency agreement. I'll look forward to working with Amanda. She seems bright and eager; hopefully she is ready for the challenge that is WL.

I have had fewer calls come in, which has been a welcome respite. I don't mind taking calls; when I can explain to someone what the facts are and what the current situation is they are usually pretty relieved after we finish the conversation.

Good luck in your new job - I'll be sure to keep in touch and connect with you through a mutual friend's online presence soon.

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-----Original Message-----

From: Petersen, Michael MVS [mailto:Michael.W.Petersen@usace.army.mil]
Sent: Thursday, November 05, 2015 1:04 PM
To: Washburn, Ben <washburn.ben@epa.gov>
Subject: St. Louis WLL coverage (UNCLASSIFIED)

Classification: UNCLASSIFIED
Caveats: NONE

Ben -

Not sure if you've had a chance to engage Russell Kinsall at KMOV, but they're still working on a deep-dive series on the landfills. I provided the history for a piece that aired Monday:

Bridgeton Landfill: How the current situation came to pass
11/2/2015 KMOV-TV
<http://www.kmov.com/story/30414873/bridgeton-landfill-how-the-current-situation-came-to-pass>

The KMOV piece is getting some traction and reducing the panic level to a noticeable extent (they're complaining on the West Lake FB page that people aren't adequately freaking out). I'm getting a lower volume of calls. I hope you're seeing some of the same benefit.

After that aired, I was contacted by ABC 30 in St. Louis (for the first time in five years!) and asked to talk West Lake on their news talk show the Allman Report. I told the producer on the phone I'd cover what USACE is doing, the history, and where we are now in North County cleanup - but not current events like the fire. I repeated this to the producers in-studio, as well as the on-air guy (Allman), so of course he led in with "So, you're calling it a fire..."

Corps Of Engineers Updates The Allman Report On Bridgeton Landfill Latest Steps Wed, Nov 04 2015, ABC 30<https://protect.fireeye.com/url?k=1c520ba5-ace2-4abf-a9a1-8331349d22c1&u=http://www.abcstlouis.com/news/features/allman-report/stories/Corps-Of-Engineers->

Updates-The-Allman-Report-On-Bridgeton-Landfill-Latest-Steps-227829.shtml#VjtonSvG9Cg

With Republic leaning forward with the media, now would be a good time for EPA to get out on the St. Louis airwaves. If you can get Brad on a mini media-blitz in St. Louis while the iron is hot, it could do a lot to build confidence in the EPA's efforts.

Also, tomorrow marks my last day in the office, and I can't say you'll see the same willingness to provide a federal voice here in St. Louis. I'm okay with getting blindsided on-air, but I don't know that USACE will have anyone willing to take the risk, or be able to steer the conversation. Amanda Kruse in my office will be the lead for FUSRAP/WLL in my absence. She's working on getting the new program manager for FUSRAP up on his media skills, but you and I both know it can be a minefield.

Thanks again for all your hard work on West Lake, and keep in touch.

Cheers,
Mike Petersen
mwp.pao@gmail.com

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Caveats: NONE